

ELEVATED

INDUSTRIAL SOLUTIONS

BRAND
GUIDELINES



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BRAND GUIDE PURPOSE

WHY

This guide was created to help employees and third-party agencies understand and communicate the brand consistently. Consistent representation of the brand is crucial to the success of Elevated Industrial Solutions.

WHO

This document is intended for anyone writing, editing, designing, producing, or communicating on behalf of Elevated Industrial Solutions.

HOW

This document will continue to be updated with pertinent brand information.

ADDITIONAL MATERIALS

See policies and guidelines in the employee handbook.

QUESTIONS

Contact Marketing.

We're the catalyst to helping American companies and people grow.

HISTORY

Lane Supply Holdings (Lane) acquired various businesses





VISION

Provide exceptional solutions within industrial supplies, compressed air, and coating applications equipment.

MISSION

Ignite customer growth and empower employee development. We're dedicated to constant improvement — individually and organizationally.

INDUSTRIES SERVED

- | | |
|---|-----------------------------------|
| Automotive | Healthcare |
| Aviation, Marine, and
Other Specialty Vehicles | Logistics |
| Cannabis | Manufacturing |
| Construction | Medical Devices |
| Contractors | Metalwork |
| Countertop Fabricators | Millwork |
| Countertop Installers | Modular Buildings |
| Education | Pallet and Container
Companies |
| Electronics | Remodelers |
| Food Processing and
Manufacturing | Signage |
| Government | Signs, Kits, and Displays |
| Healthcare | Woodwork |

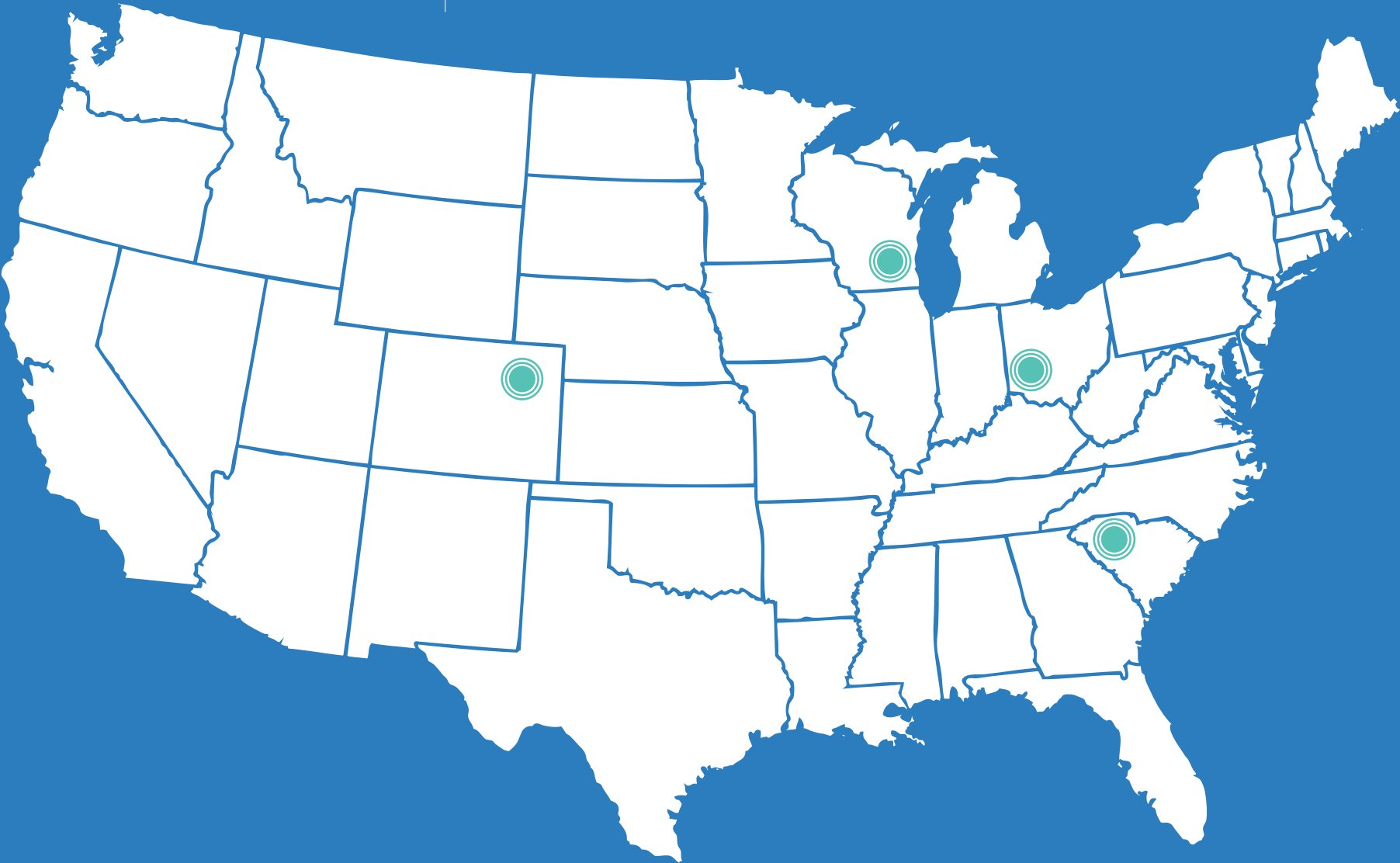
PEOPLE SERVED

- | | |
|-------------------------|--------------------------|
| Buyers | Production Managers |
| Engineers | Production Specialists |
| Facilities Managers | Purchasers |
| Facilities Supervisors | Operations Specialists |
| Logistics Specialists | Owners |
| Plant Managers | Supply Chain Specialists |
| Procurement Specialists | |

People
that power
America

OUR LOCATIONS

- Denver, CO
- Fountain Inn, SC
- New Berlin, WI
- Monroe, OH



OUR SPIRIT & VALUES

CUSTOMER FOCUS

Partners // Care about customers and their success // Care about employees and their success
// Desire to serve // Put customers first // Exceeding expectations

We care about our customers’ success and take pride in serving them – striving to exceed expectations. Our decisions put them first. Together, we work for the customers’ sake.

INTEGRITY

Honest // Transparent // Respectful // Accountable // Genuine // We always do what’s right

We work with honesty and transparency. We’re respectful, treating each other and our customers as we expect to be treated. We take accountability for our actions.

COMMUNICATION

Acting as one company // Proactive // Positive // Listen actively // Positive intent

We act as one company, proactively collaborating with each other to ensure our clients’ experience is seamless and unfailingly positive. We actively listen and assume positive intent.





OUR SPIRIT & VALUES

PASSION

Hungry to win // Relentless pursuit of perfection // Yearn to make the company better // Continuous learners // Grit and determination // Eager to learn our customers' business

We lead with intensity and relentless pursuit of perfection to win. When partnering with us, our customers succeed.

EXPERTISE

Knowledgeable, but not cocky // Creative problem solvers // Supporters of other employees // Know our customers' business

We're American industry's trusted choice. We're experts in our field, creatively solving problems and staying ahead of the curve. We're constant students, helping each other learn and grow.

OUR PERSONALITY TRAITS

Learners
Confident
Humble
Personable
Dependable
Casual
Creative
Problem Solvers
Experts in our industries
Since 1955

We're friendly, down-to-earth, and approachable.

We're partners, building relationships. We listen. It's how we understand our customers' businesses and goals. It's how we help each other.

We strive to learn, wanting to understand the customers' business because we care about them and their companies. We're relentless about helping customers succeed. Customers know we're in their corner. That's why they continuously turn to us.

We're honest. We'll be diplomatic, but truthful, even when it's hard. That's why customers trust us.

We uncover solutions that go beyond products and services. Our employees use expertise and creativity to bring new ideas to light. That's why customers depend on us.

OUR BRAND ATTRIBUTES

Drive to win
Hyper-focused on customers
Product variety
Product quality
Care about customers' business
Problems solved the right way
Personalized solutions
Superior customer support
Quality and services over price
Build great customer relationship

We partner with our customers, thoroughly understanding their goals. Unlike our competition, we don't sell using a catalog. We go beyond products and services, providing creative solutions. That partnership helps us — together — uncover how to improve efficiency and effectiveness, saving our customers time and money while improving quality.

CUSTOMER PROFILE: JOE

SNAPSHOT

- 15+ employees - industrial supplies
- 100 + employees: coating and finishing systems, compressed air systems
- Industrial
- Located in the places we operate

PERSONAL BACKGROUND

- Generally Male
- 55+
- Industrial Background
- Sports Fan, Mostly Football
- Down-to-Earth, Practical
- Salt-of-the-Earth
- Value quality, personalized attention

BUSINESS BACKGROUND

- | | |
|----------------------------|---------------------------|
| • Production Managers | • Procurement Specialists |
| • Owners | • Enginners |
| • Supply Chain Specialists | • Operations Specialists |
| • Logistics Specialists | • Facilities Manager |
| • Plant Managers | • Facilities Supervisor |
| • Purchasers | |

PAIN POINTS

- Supply chain
- Efficiency and effectiveness (wasted time, reduced quality, reduced productivity)
- Employees who have the skills to take over jobs from older workers

GAINS FROM OUR SOLUTIONS

- Time saved
- Reduced overall cost
- Improved quality, such as paint consistency
- Improved productivity
- Reduced or more efficient energy usage

“

[Elevated Industrial Solutions] offers everything you need!! I am always surprised when I ask our sales rep for something that I am sure they don't carry and sure enough, they have it or something similar to it.

”

BEHAVIOR

- Wants personalized service, someone who partners with them
- Likes product variety, including getting product suggestions on new products
- Wants expertise, people who know what they're doing

INFLUENCES

- Suppliers and brands they trust
- Data to prove effectiveness and efficiency
- The market and their customers

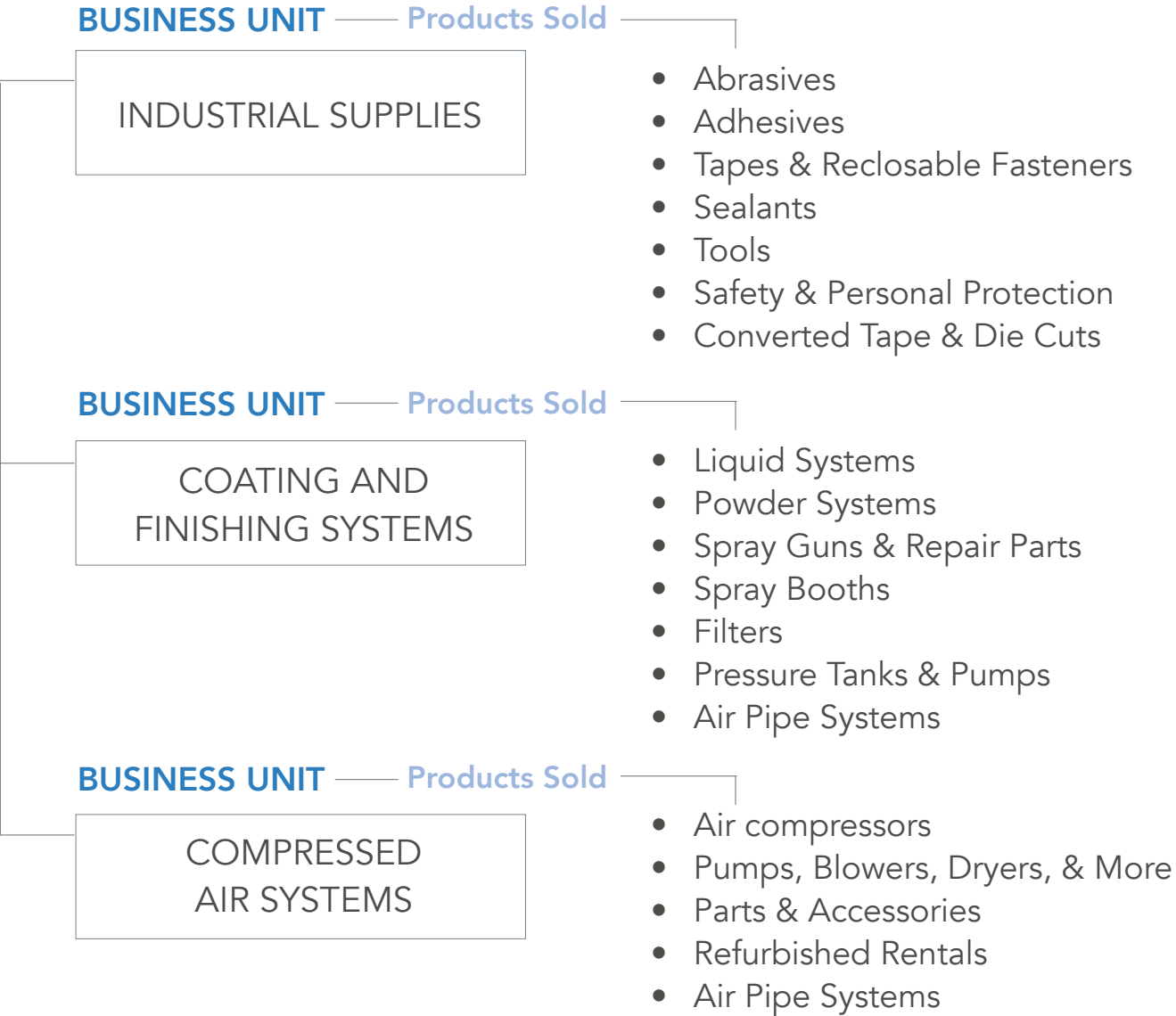


BRAND HIERARCHY

MASTER BRAND



Elevated Industrial Solutions (Elevated) is the master brand, including three business units



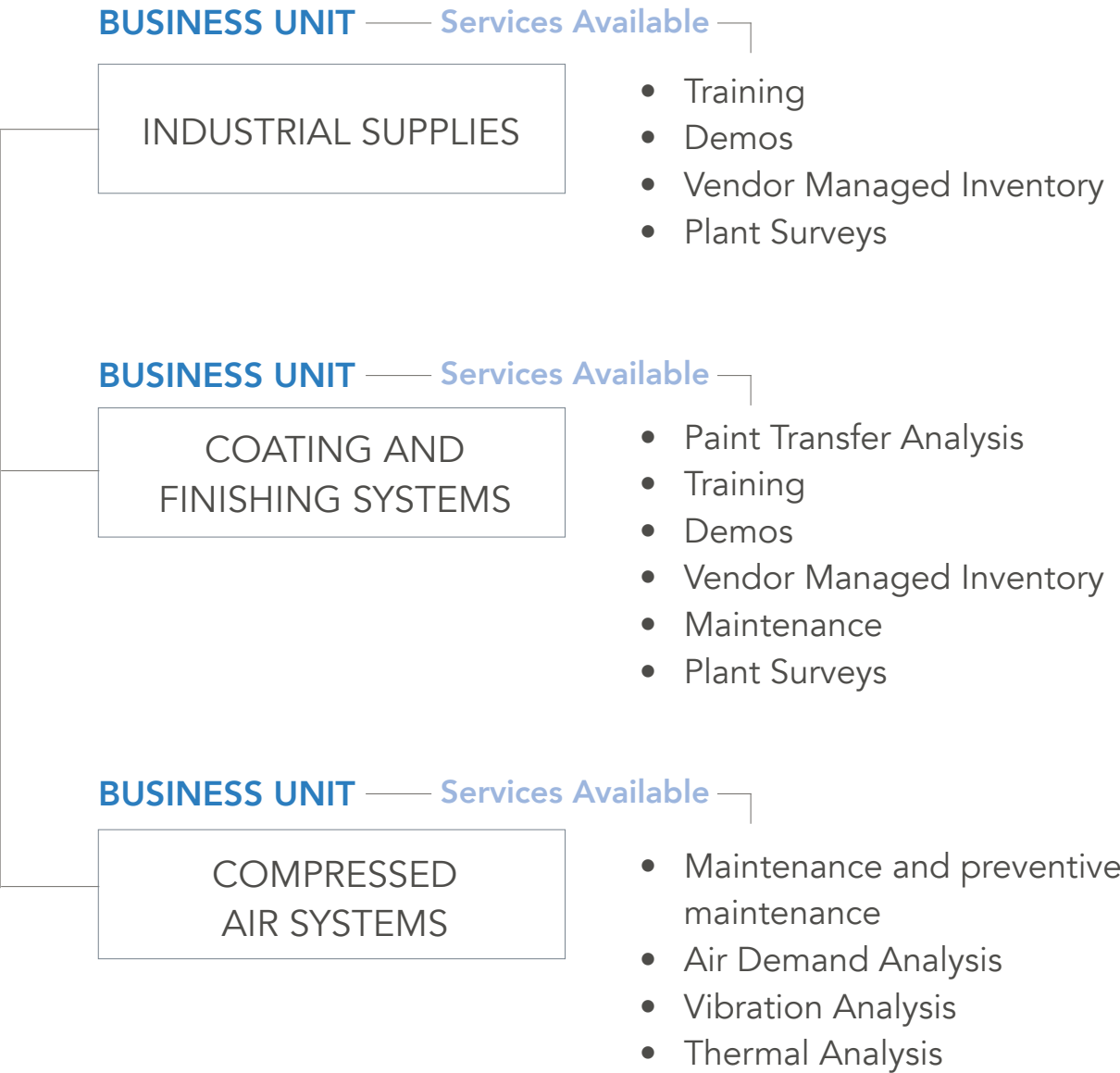
SUB-BRAND



Finish Systems refers to our e-commerce platform only. The brand has so much in common with Elevated, it'll continue to be supported by the master brand (as per the logo). However, its business model is unlike Elevated's, needing differentiation.



SERVICES



Brand Visual Identity

BRAND VISUAL IDENTITY | Logo

The Elevated Industrial Solutions logo is the cornerstone of our visual identity. It is a meaningful mark, symbolizing the brand wherever it appears. The logo has been designed and under no circumstances should it be altered in any way, including using unapproved colors or type fonts. The entire logo should never appear smaller than 2" in total width.



BRAND VISUAL IDENTITY | [Logo Clear Space and Logo Sizing](#)

The 'clear space zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram on the right indicates, the 'exclusion zone' for print layout is equal to that of the "√^" height in the ELEVATED letters, and for on screen layout it is equal to that of the "∧" height in the ELEVATED letters.

On Print



On Screen



Logo Minimum Sizes

ELEVATED
INDUSTRIAL SOLUTIONS

2 inches wide by .6 inches tall on print
192 pixels wide by 57.6 inches tall on screen



BRAND VISUAL IDENTITY | [Incorrect Uses of the Logo](#)



Do not reverse the “V” treatment within the logo.



Do NOT change the logo colors.



Do NOT add embellishments like drop shadows, strokes, embossing, etc. to the logo.



Do NOT change the logo orientation, or reposition elements within the logo.



Do NOT delete or replace any of the elements.



Do NOT stretch or squeeze the logo to distort the proportions.



Do NOT use the logo on backgrounds that are too cluttered.



Do NOT sit the logo on clashing colors.

WRITING STYLE & TONE OF VOICE

The tone of voice for Elevated Industrial Solutions should be positive, friendly, informal, and helpful. We should sound like a partner.

To reinforce this tone of voice, use the following guidelines for writing, taking from the AP Stylebook.

- Use active voice.
- Write in crisp, shorter sentences, aiming for an 8th-grade reading level.
- Use serial or Oxford commas to clarify information.
- Use contractions, such as we're and you're.
- Be accurate, using Word spellcheck or Grammarly.
- Avoid negatives when possible, such as don't or won't.
- Be direct, yet friendly and helpful. For example, if we don't have inventory of something, provide that information as well as options and/or when inventory will come in.
- Be gracious. Thank customers, internal and external.





BRAND VISUAL IDENTITY |

Color

MAIN COLOR

CMYK 81 45 1 0
RGB 43 125 191
HEX 2b7dbf

MAIN COLOR

CMYK 57 42 36 5
RGB 119 130 140
HEX 77828c

DARK NEUTRAL COLOR

CMYK 69 56 49 25
RGB 82 90 97
HEX 525a61

COMPLEMENTARY
COLOR

CMYK 93 75 40 30
RGB 41 62 90
HEX 293e5a

COMPLEMENTARY
COLOR

CMYK 62 0 35 5
RGB 81 185 173
HEX 51b9ad

COMPLEMENTARY
COLOR

CMYK 5 88 100 1
RGB 225 69 37
HEX e14525

COMPLEMENTARY
COLOR

CMYK 0 48 99 0
RGB 248 151 31
HEX f8971f

BRAND VISUAL IDENTITY | Typography

PRIMARY FONT

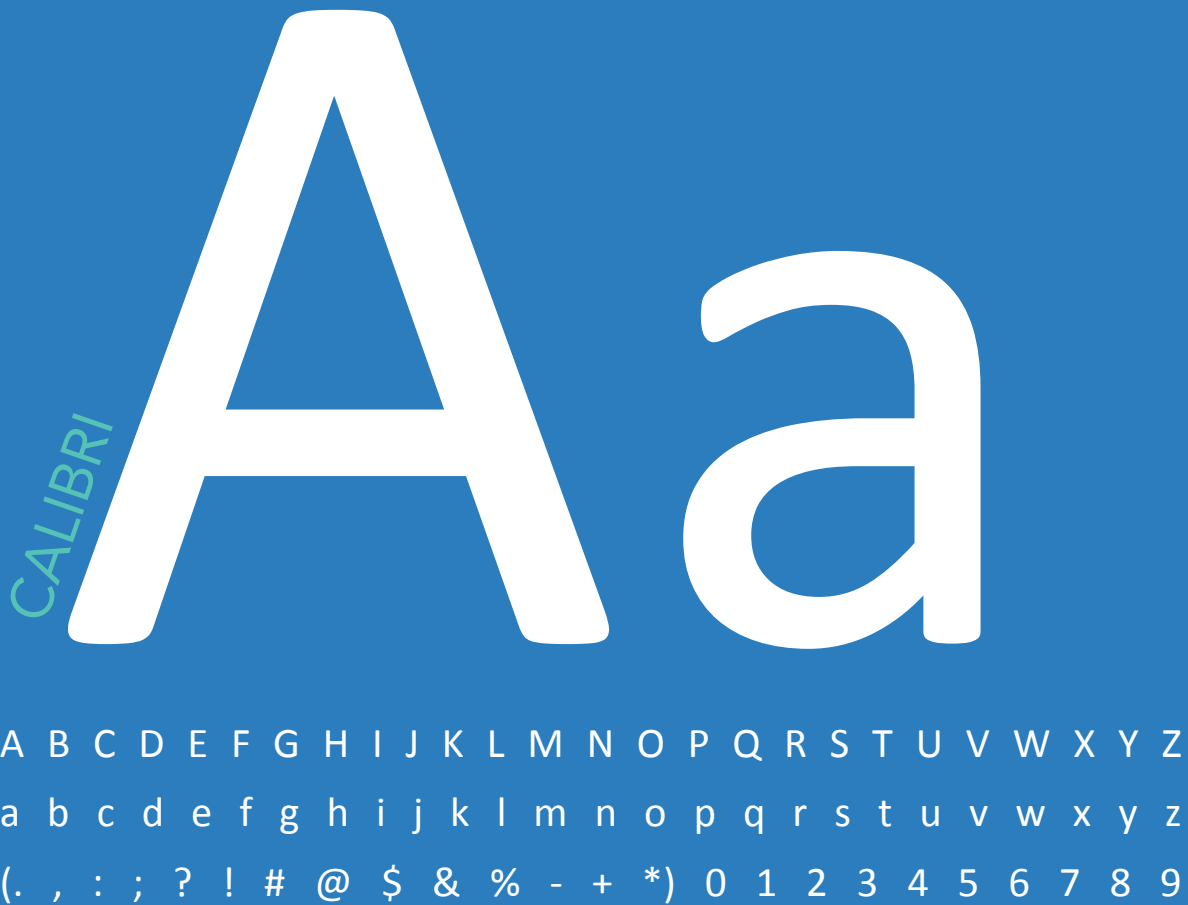
Avenir is a geometric sans-serif typeface designed by Adrian Frutiger. The word avenir is French for “future”. As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface. This typeface has a harmonious and sensible appearance that is ideal for both texts and headlines.



SECONDARY FONT

If the primary font (Avenir) is unavailable, please use Calibri.

Calibri is part of the ClearType Font Collection, a suite of fonts from various designers released with Windows Vista. It is the default typeface of Microsoft Office and much other Microsoft software. Calibri features subtly rounded stems and corners that are visible at larger sizes.



BRAND VISUAL IDENTITY |

Typography: Recommended Sizes

Avenir Heavy 24pt and up X-large

For main headlines

ABCDEFGHabcdefgh12345

Avenir Heavy

Avenir Medium 20pt Large

For subheads

ABCDEFGHabcdefgh12345

Avenir Medium

Avenir Book 16pt Medium

For small blurbs / body copy

ABCDEFGHabcdefgh12345

Avenir Book

Avenir Book 11pt or 13pt Small

For body copy

ABCDEFGHabcdefgh12345

Avenir Book

Avenir Light 8pt X-small

For disclaimers

ABCDEFGHabcdefgh12345

Avenir Light

BRAND VISUAL IDENTITY |

Typography Standard Treatment

Here are some standard treatment recommendations for print materials such as brochures or case studies, and website.

At Elevated, we follow AP style writing. Make sure to implement this style throughout the copy. The period and the comma always go within the quotation marks.

Lorem Ipsum

Avenir Heavy

Lorem Ipsum

Avenir Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

“Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est lab.”

Avenir Book

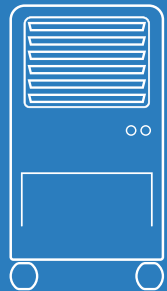
BRAND VISUAL IDENTITY | Graphic Elements: Icons & Background Patterns

If iconography is needed, use available icons from Font Awesome — <https://fontawesome.com> — under the Business category, “Light” style. For questions, contact Marketing.

CUSTOM PRODUCT ICONS

The icons below are to be used to identify main product categories on the website or marketing material.

COMPRESSED AIR
SYSTEMS



COATING & FINISH
SYSTEMS



INDUSTRIAL SUPPLIES



COMPRESSED AIR
SYSTEMS

INDUSTRIAL SUPPLIES

COATING & FINISH
SYSTEMS

BRAND VISUAL IDENTITY | Photography Style

Photos should uphold our values

Be customer focused by

- Showing active people who look and feel authentic

Demonstrate our integrity and expertise by

- Showing people activities and people who look and feel authentic
- Depicting people taken in environments where those activities happen
- Including people wearing the safety gear they should
- Using the suppliers and the products we use

Include our communication by

Including people talking with each other when possible

Demonstrate passion by

- Using colorful photography
- Depicting people engaged in what they're doing - the scene has energy and is active
- Showing happy people, enjoying their jobs

Guidelines

- Photos from suppliers can be provided by Marketing
- If stock photography is needed, Marketing should provide
- Materials not created by Marketing must be approved



ELEVATED

INDUSTRIAL SOLUTIONS